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3. (Amended)

A method of processing signals to control a [television or multimedia] presentation, said method comprising the steps of:

receiving a television signal containing television programming and communicating said television signal to a storage device;

receiving a first instruct signal which is effective to instruct a computer at a user station [in a manner of presenting] to supplement or complete said television programming at an output device;

selecting one of:

(1) a time at which to communicate said first instruct signal; and

(2) a location to which to communicate said first instruct signal;

communicating said first instruct signal at said selected time or to said selected location; and

storing said television signal and said instruct signal at said storage device.

4. (Amended) The method of claim 3, further comprising one of the steps of:

embedding said first instruct signal in said television signal;

embedding a code or datum in said television programming that enables said computer to locate some [executable] processor code or control a presentation of said television programming in accordance with said first instruct signal;

communicating a program unit identification code to said storage device and storing said program unit identification code at a storage location associated with said television programming;

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communicating to and storing at said storage device some information to evidence an availability, use, or usage of said television programming, said first instruct signal, or some [executable] processor code at a user station;

storing at said storage device a second instruct signal which is effective at a user station to process data to generate some output to [be associated with] form the basis for the supplementation or completion of said television programming;

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storing at said storage device a second instruct signal which is effective at [a] said user station to display a combined or sequential presentation of said television programming and a user specific data[um];

storing at said storage device a second instruct signal which is effective at [a] said user station to process a user reaction to said television programming;

storing at said storage device a second instruct signal which is effective at a said user station to communicate to a remote station a query [in respect of] for information to be associated with said television programming or to enable display of said television programming;

storing at said storage device a second instruct signal which is effective to control [a] said user station to receive information to [supplement] be used in the supplementation or completion of said television programming;

storing at said storage device a second instruct signal which is effective at a user station to process a digital television signal [which is separately defined from standard analog television]; and

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storing at said storage device a code or datum to serve as a basis for enabling an output device to display at least some of said television programming or said computer to process some [executable] processor code.

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5. The method of claim 3, wherein said selected location is in said television signal, said method further comprising the step of storing some information at said storage device that evidences one or more of:

- (1) a title of a television program;
- (2) a proper use of programming;
- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) a identification of an instruct signal;
- (10) a source or supplier of data;
- (11) a publication, article, publisher, distributor, or an advertisement;

and

- (12) an indication of copyright.

6. (Amended) The method of claim 3, wherein said first instruct signal is embedded in said television signal, said method further comprising the steps of:

selecting a second one from the group consisting of:

- television signal;
- (1) a datum that identifies a unit of computer software in said
 - (2) a datum that specifies some of a way to instruct receiver end equipment what specific programing to select to play or record other than that immediately at hand, how to load [it] said specific programing on player or recorder equipment, when and how to play [it] or record [it] said specific programing other than immediately, how to modify [it] said specific programing, what equipment or channel or channels to transmit [it] said specific programing on, when to transmit [it] said specific programing, and how and where to file [it] or refile [it] or dispose of [it] said specific programing;
 - (3) a datum that designates an addressed apparatus;
 - (4) a datum that specifies where, when, or how to locate a signal;
 - (5) a datum that informs a processor of a fashion for identifying and processing a signal;
 - (6) a datum that is part of a decryption code;
 - (7) a comparison datum that designates a communication schedule;
- and

embedding [said] the selected second one in said television signal.

7. (Amended) The method of claim 3, wherein said first instruct signal comprises [executable] processor code, said method further comprising the steps of:

selecting a second instruct signal, said second instruct signal being one from the group consisting of:

- (1) a switch control signal;
- (2) a timing control signal;
- (3) a locating control signal;
- (4) an instruct-to-contact signal that designates a remote receiver station;
- (5) an instruct-to-transfer signal that designates a unit of broadcast or cablecast programming;
- (6) an instruct-to-delay signal that designates a unit of broadcast or cablecast programming;
- (7) an instruct-to-decrypt or instruct-to-interrupt signal that designates a unit of programming and a way to decrypt or interrupt;
- (8) an instruct-to-enable or instruct-to-disable signal that designates an apparatus;
- (9) an instruct-to-record signal that designates a broadcast or cablecast program;
- (10) an instruction signal that controls a multimedia presentation;
- (11) an instruction signal that governs a broadcast or cablecast receiver station environment;

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- (12) an instruct-to-power-on signal that designates a receiver;
 - (13) an instruct-to-tune signal that designates a receiver or a frequency;
 - (14) an instruct-to-coordinate signal that designates two apparatus;
 - (15) an instruct-to-compare signal that designates a news transmission or a computer input;
 - (16) an identifier signal that causes a computer to instruct a plurality of tuners each to tune to a broadcast or cablecast transmission;
 - (17) an instruct-to-coordinate signal that designates two units of multimedia information and one of: (1) an output time and (2) an output place;
 - (18) an instruct-to-generate signal that designates an output datum;
 - (19) an instruct-to-transmit signal that designates a computer output;
 - (20) an instruct-to-overlay signal that designates a television image;
 - (21) an instruct-that-if signal that designates a function to perform if a predetermined condition exists;
 - (22) an instruct-to-enable-and-deliver signal that designates information that supplements a television program;
 - (23) an instruct-to-transmit signal that designates a computer peripheral storage device;
 - (24) a code signal that designates a datum to remove or embed; and
 - (25) a signal addressed to a receiver station apparatus; and
- embedding said selected second instruct signal in said television signal.

8. (Amended) A method of generating and encoding signals to control a presentation comprising the steps of:

receiving and storing a program that contains video information;

receiving an instruction, said instruction having effect to instruct a user station processor to generate or output [some user specific] information to supplement or complete said program;

encoding said instruction, said step of encoding translating said instruction to a first control signal [, said control signal for directing a processor at a user station to perform] with said effect [indicated by said instruction with said program]; and

storing said first control signal [from said step of encoding] in conjunction with said program.

9. (Amended) The method of claim 8, wherein supplemental program material is stored at the same location as said processor and said first control signal [from said step of encoding] directs said processor to generate a video overlay based on said supplemental material that is coordinated with said video information in said program, said method further comprising the [one] step of [the group consisting of]:

[storing supplemental program material in conjunction with said program and said control signal; and]

storing a second control signal in conjunction with said program and said first control signal from said step of encoding, said second control signal having effect at a user station to query a remote station for said supplemental programming or to receive said supplemental program material in a broadcast or cablecast transmission.

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10. (Amended) The method of claim 8, wherein said first control signal [from said step of encoding] directs said processor to generate a video overlay that is coordinated with said video information in said program, said method further including one step [of] from the group consisting of:

transmitting a combined video signal [from] based on said program and said video overlay generated by said processor over a broadcast or cablecast network to a plurality of receiver stations; and

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transmitting a combined video signal from said program and said video overlay generated by said processor to a co-located video display.

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11. (Amended) The method of claim 8, further comprising the steps of:

receiving a second instruction, said second instruction being one of the group consisting of:

- [(1)] an instruction which is effective at a user station to generate some output to be associated with said program;
- [(2)1] an instruction which is effective at a user station to generate some output to be associated with a [said] product, service, or information presentation;
- [(3)2] an instruction which is effective at a user station to display a combined or sequential presentation of a mass medium program and [a] user specific data[um];
- [(4)3] an instruction which is effective at a user station to process a user reaction to said program;

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- ([5]4) an instruction which is effective at a user station to communicate to a remote station a query [in respect of] for information to be associated with said program or to enable display of said program;
- ([6]5) an instruction which is effective at a user station to [control a user station] to receive information to form the basis of the supplementation or completion of said program;
- ([7]6) an instruction which is effective at a user station to process a digital television signal [which is separately defined from standard analog television]; and
- ([8]Z) an instruction which is effective at a user station to serve as a basis for enabling an output device to display at least some of said program or for enabling [a] said processor to process some [executable] processor code[.];

encoding said second instruction, said second step of encoding translating said second instruction to a second control signal, said second control signal for directing said processor to perform [said] the specified [second] effect indicated by said second instruction [with said program]; and

storing said second control signal [from said second step of encoding] in conjunction with said program.

12. (Amended) The method of claim 8, further [having] including one step from [one] the group consisting of:

embedding said control signal in the non-visible portion of a television signal;

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embedding a code in said program that enables a computer or controller to control a presentation of said program in accordance with said control signal;
communicating a program unit identification code and storing said program unit identification code at a storage location associated with said program; and
communicating to and storing at a storage location associated with said program some information to evidence an availability, use, or usage of said program at a user station.

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13. (Amended) A method of processing signals in a system of stations including at least one transmitter station and at least one receiver station to control a mass medium programming presentation comprising the steps of:

receiving a signal containing a data file or unit of mass medium programming and communicating said signal to a storage device;

receiving one or more instruct signals which are effective at a broadcast or cablecast transmitter station to communicate said signal to a transmitter [at a broadcast or cablecast transmitter station] and [control] at a receiver station to store said signal or present information contained in said signal at an output device;

communicating said one or more instruct signals to said storage device; and

storing said one or more instruct signals at said storage device in association with said data file or unit of mass medium programming.

14. (Amended) The method of claim 13, wherein said data file or unit of mass medium programming comprises video, audio, or text, said method further comprising one from the group consisting of:

embedding said one or more instruct signals in a television or radio signal;

embedding a code in said data file or unit of mass medium programming that enables a processor or computer at a user station to receive or output information to supplement or complete said data file or unit of mass medium programming in accordance with said one or more instruct signals;

communicating a program unit identification code to said storage device and storing said program unit identification code at a storage location in said storage device associated with said data file or unit of mass medium programming;

communicating to and storing at said storage device some information to be processed at a user station to evidence an availability, use, or usage of video, audio, or text associated with said data file or unit of mass medium programming;

[communicating to and storing at said storage device an instruct signal which is effective at a user station to select said said data file or unit of mass medium programming;]

communicating to and storing at said storage device [an] one or more second instruct signals which [is] are effective at a user station to generate some output to [be associated with] supplement or complete said data file or unit of mass medium programming;

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communicating to and storing at said storage device [an] one or more second
instruct signals which [is] are effective to generate some output to be associated with
said [product] a, service, or information presentation;

communicating to and storing at said storage device [an] one or more second
instruct signals which [is] are effective at a receiver station to display a combined or
sequential presentation of a mass medium program and [a] user specific data[um];

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communicating to and storing at said storage device [an] one or more second
instruct signals which [is] are effective to process a user reaction to said data file or unit
of mass medium programming;

communicating to and storing at said storage device [an] one or more second
instruct signals which [is] are effective to communicate to a remote station a query [in
respect of] for information to be associated with said data file or unit of mass medium
programming or to enable display of said data file or unit of mass medium
programming;

communicating to and storing at said storage device [an] one or more second
instruct signals which [is] are effective to control a user station to receive information to
supplement or complete said data file or unit of mass medium programming;

communicating to and storing at said storage device [an] one or more second
instruct signals which [is] are effective to process a digital television signal [which is
separately defined from standard analog television]; and

communicating to and storing at said storage device a code or datum to serve as
a basis for enabling an output device to display at least some of said data file or unit of

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mass medium programming or for enabling a processor to process some [executable] processor code.

15. (Amended) The method of claim 13, said method further comprising the steps of:

selecting one from the group consisting of:

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- (1) a datum that identifies a unit of computer software in said [programming] signal containing a data file or unit of mass medium programming;
 - (2) a datum that specifies some of a way to instruct receiver end equipment what specific programming to select to play or record other than that immediately at hand, how to load [it] said specific programming on player or recorder equipment, when and how to play [it] or record [it] said specific programming other than immediately, how to modify [it] said specific programming, what equipment or channel or channels to transmit [it] said specific programming on, when to transmit [it] said specific programming, and how and where to file [it] or refile [it] or dispose of [it] said specific programming;
 - (3) a datum that designates an addressed apparatus in a user station;
 - (4) a datum that specifies where, when, or how to locate a signal;
 - (5) a datum that informs a processor of a fashion for identifying and processing a signal;
 - (6) a datum that is part of a decryption code;
 - (7) a comparison datum that designates a communication schedule;
- and

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embedding said selected one in said [programming] signal containing a data file or unit of mass medium programming.

16. The method of claim 13, further comprising the step of storing some information at said storage device to evidence an availability, use, or usage of said one or more instruct signals, said evidence information designating or identifying one or more of:

- (1) a mass medium program;
- (2) a proper use of programming;
- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) an instruct signal;
- (10) a source or supplier of data;
- (11) a publication, article, publisher, distributor, or an advertisement;
- and
- (12) an indication of copyright.

17. (Amended) The method of claim 13, wherein said one or more instruct signals comprise downloadable [executable] code, said method further comprising the steps of:

selecting a[n instruction] control signal, said [instruction] control signal being

one of:

- (1) a switch control [instruction] signal;
- (2) a timing control [instruction] signal;
- (3) a locating control signal;
- (4) an instruct-to-contact signal that designates a remote receiver station;
- (5) an instruct-to-transfer signal that designates a unit of broadcast or cablecast programming;
- (6) an instruct-to-delay signal that designates a unit of broadcast or cablecast programming;
- (7) an instruct-to-decrypt or instruct-to-interrupt signal that designates a unit of programming and a way to decrypt or interrupt;
- (8) an instruct-to-enable or instruct-to-disable signal that designates an apparatus;
- (9) an instruct-to-record signal that designates a broadcast or cablecast program;
- (10) a[n instruction] control signal that controls a multimedia presentation;
- (11) a[n instruction] control signal that governs a broadcast or cablecast receiver station environment;
- (12) an instruct-to-power-on signal that designates a receiver;

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- (13) an instruct-to-tune signal that designates a receiver or a frequency;
- (14) an instruct-to-coordinate signal that designates two apparatus;
- (15) an instruct-to-compare signal that designates a news transmission or a computer input;
- (16) an identifier signal that causes a computer to instruct a plurality of tuners each to tune to a broadcast or cablecast transmission;
- (17) an instruct-to-coordinate signal that designates two units of multimedia information and one of: (1) an output time and (2) an output place;
- (18) an instruct-to-generate signal that designates an output datum;
- (19) an instruct-to-transmit signal that designates a computer output;
- (20) an instruct-to-overlay signal that designates a television image;
- (21) an instruct-that-if signal that designates a function to perform if a predetermined condition exists;
- (22) an instruct-to-enable-and-deliver signal that designates information that supplements a television program;
- (23) an instruct-to-transmit signal that designates a computer peripheral storage device;
- (24) a code signal that designates a datum to remove or embed; and
- (25) a signal addressed to a receiver station apparatus; and

embedding said selected [second instruction] control signal in said

[programming] signal containing a data file or unit of mass medium programming.

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18. (Amended) An apparatus for providing a mass medium programming presentation comprising:

an output device for outputting a mass medium programming presentation to a user;

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a storage device operatively connected to said output device for storing and communicating mass medium program materials and one or more embedded instruct signals effective at the apparatus to supplement or complete said mass medium program materials based on stored data;

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a [control signal] detector operatively connected to said storage device for detecting said one or more embedded instruct signals; and

a processor operatively connected to said storage device, said output device, and said [control signal] detector for processing data and controlling said storage device and said output device to output said mass medium program materials and the supplemental or completion information in accordance with said embedded instruct signals.

19. (Amended) A transmitter station apparatus comprising:

a transmitter for transmitting a mass medium programming signal;

a storage device operatively connected to said transmitter for storing and outputting mass medium program materials and one or more instruct signals effective at a receiver station apparatus to supplement or complete said mass medium program materials based on stored data;

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a [control signal] detector operatively connected to said storage device for detecting said one or more instruct signals; and

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a computer operatively connected to said storage device and said [control] signal detector for controlling communication of said one or more instruct signals from said storage device to said transmitter.

20. (Amended) The transmitter station apparatus of claim 19, further comprising:

a signal generator operatively connected to said transmitter and said computer for receiving said one or more instruct signals and embedding said one or more instruct signals on mass medium programming signal.
